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EXTENSION CENTER FOR COMMUNITY VITALITY



Sauk Centre Retail Market Analysis

BASED ON RESIDENT AND BUSINESS OWNER SURVEYS AND SALES TAX DATA

By Ryan Pesch, Extension Educator
and Adeel Ahmed, Extension Educator



IN PARTNERSHIP WITH: SAUK CENTRE CHAMBER OF COMMERCE AND EDA

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Table of Contents

RECOMMENDATIONS	1
BACKGROUND	1
Study Area	2
Study Area Demographics	2
METHODOLOGY	3
RETAIL OVERVIEW	4
BUSINESS OWNER PERSPECTIVES	4
CUSTOMER PERSPECTIVES	9
Local Resident Respondent Demographics	9
Local Resident Respondent Shopping Habits and Spending	11
Competing Shopping Centers	13
Recommendations for Business Types	15
Dining Preferences and Habits	18
Recommendations for Improvement of Shopping Districts	19
RETAIL GAP ANALYSIS	19

RECOMMENDATIONS

At a workshop in March, 2016 the local retail study group and participating residents reviewed and discussed results of the market profile as presented by Extension. Those attending recommended some store types to fill local gaps as well as general recommendations to improve retail in the community.

Community recommendations for business development

1. Restaurants
2. Mid-range Clothing Store (E.G., \$30 for white collared shirt)
3. Store that sells appliances, furniture, and electronics

BACKGROUND

In summer, 2015 a group of citizens organized by the Sauk Centre Chamber of Commerce asked University of Minnesota Extension Center for Community Vitality to assemble a project proposal for retail analysis work for Sauk Centre and surrounding area (see Figure 1).

Extension, with the help of a local retail study group to guide the research, gathered information from multiple surveys from resident consumers and business owners and secondary data sources to gain insights about the current marketplace (see methodology for details):

1. Local resident survey
2. Business owner survey
3. Retail gap analysis
4. Sales tax data

The University of Minnesota Extension created the Market Area Profile (MAP) program to assist Minnesota communities to develop their retail and service sectors. The authors intend existing businesses, potential businesses, and economic development organizations to use the information in this report to better serve their market and develop individual business and main street strategies.

STUDY AREA

The study area was determined by the study group and Extension, and includes Sauk Centre plus a 12-mile radius area around the community. This includes the City of Melrose and a portion of southern Todd County, including an area near Osakis; the southeast corner of Douglas County also fell in the study area. Extension generated all reports and analysis in this publication based on this study area and used the same area for secondary data analysis and survey collection (see Figure 1). For example, we drew our sample of households for the resident survey from this area. The local retail study group identified the study area through their knowledge of the local business environment and the pulling power of the communities being studied. The area represents the geography from which we would expect businesses to most likely pull a majority of their local customers.

A map of central Minnesota showing a large red-shaded circular region centered around a red star. The star is located at the intersection of MN-28 and MN-11. The map includes major roads like MN-28, MN-55, MN-4, MN-29, MN-11, and US-11, as well as lakes like Lake Reno, Lake Osakis, and Lake Douglas. Surrounding towns like Alexandria, Pope, and Stearns are labeled.

The study area includes 16,663 local residents who live in over 6,000 households (see Appendices 1 and 2 for full reports of study area demographics). US median household income and median home value stand at \$51,226 and \$166,528 respectively.

Occupancy Type	Percentage
Owner Occupied	66%
Renter Occupied	16%
Estimated Seasonal	14%
Other Vacant	3%

on 72% of vacant housing units in Todd County being seasonal).

METHODOLOGY

Resident Survey

In fall 2015, Extension mailed a four-page survey instrument (see Appendix 1) to a randomly selected sample of 850 households located in the study area. We acquired mailing addresses from property tax records from Stearns and Todd Counties. All households received a cover letter explaining the project with the survey instrument. We sent a postcard one week prior to the initial mailing asking for participation, and a separate postcard one week after the survey was delivered as a reminder. We received 275 responses out of 827 usable addresses for a 33 percent response rate.

Business Owner Survey

In fall 2015 Extension mailed a two-page survey instrument (Appendix 2) to 37 retail and service businesses and organizations operating in Sauk Centre (not nearly all businesses across the whole study area), following the same survey procedure as the resident and second homeowner survey. Extension received the mailing list from the Sauk Centre Chamber of Commerce. The purpose of the survey was to get insights about market opportunities and areas for improvement from those currently doing business in the study area, that is, those who know the local marketplace well. We received 11 responses for a 30 percent response rate.

RETAIL OVERVIEW

Table 1 below presents gross retail and services sales for the City of Sauk Centre from 2011 through 2013 (not data for the whole study area since only city data is available). Without inflation adjustments, gross sales in Sauk Centre decreased five percent from 2011 to 2013, while the number of firms grew by two (1.6%). Statewide, gross sales increased 10 percent over the same time period and the number of firms grew 2.8 percent.

Table 1: Change in gross sales and number of businesses in the City of Sauk Centre from 2011-2013 based on state sales tax data

NAICS Category	2011		2012		2013	
	Gross Sales	No. of Firms	Gross Sales	No. of Firms	Gross Sales	No. of Firms
Retail (44+45)	\$218,376,720	60	\$196,250,073	58	\$207,090,085	59
Accommodation/Food Service (72)	\$10,822,805	27	\$11,742,930	33	\$10,805,059	30
Repair/Personal Services (81)	\$4,605,103	35	\$4,547,284	34	\$4,549,118	35
Total	\$233,804,628	122	\$212,540,287	125	\$222,444,262	124

There are several ways to measure performance other than dollars of sales. Economists expect cities of larger populations to have more sales since their potential customer base is larger. A way to compensate for that in a retail trade analysis is to measure the *pull factor*, which compares the local taxable sales per capita to that of the state. A pull factor index higher than 1.0 usually indicates that businesses are “pulling” customers from outside their community. According to this measure, Sauk Centre is pulling in customers with an overall retail pull factor of 2.48. Per capita taxable sales in 2013 were estimated to be \$11,760 locally and \$4,734 for Minnesota. The large difference between gross sales and taxable sales relates to which goods Minnesota taxes. For example Minnesota does not tax food, clothing, and prescriptions which can be a large bulk of goods purchased.

Table 2: Overall retails pull factor for City of Sauk Centre based on 2013 sales tax data for stores in retail categories (NAICS codes 44 and 45)

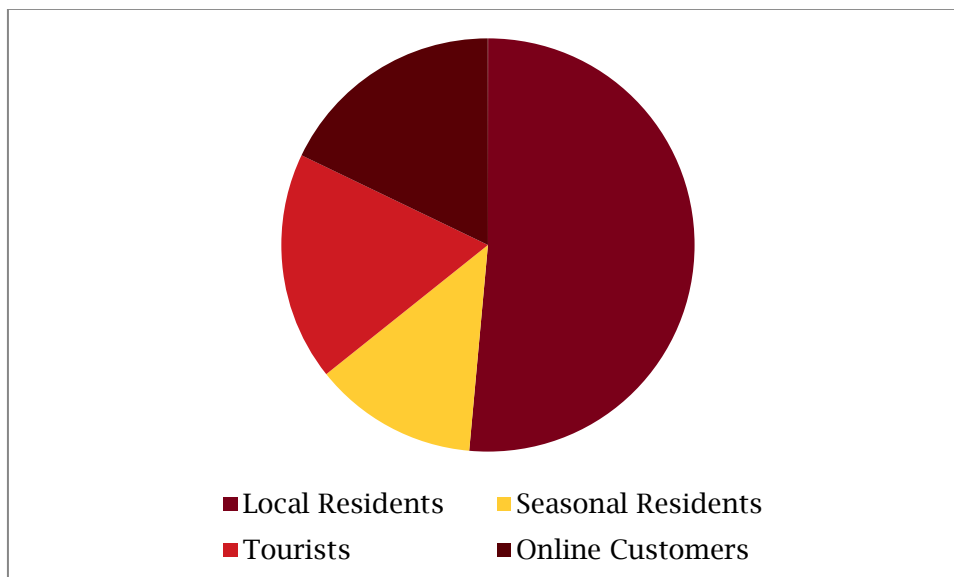
	Taxable Sales	2013 Pop	Sales per Capita	Pull Factor
Retail (44+45)	\$51,558,755	4,384	\$11,760	2.48

BUSINESS OWNER PERSPECTIVES

Our survey received responses from eleven businesses in Sauk Centre. The sample accounts for about one-tenth of retail and service businesses operating in the community according to state sales tax data.

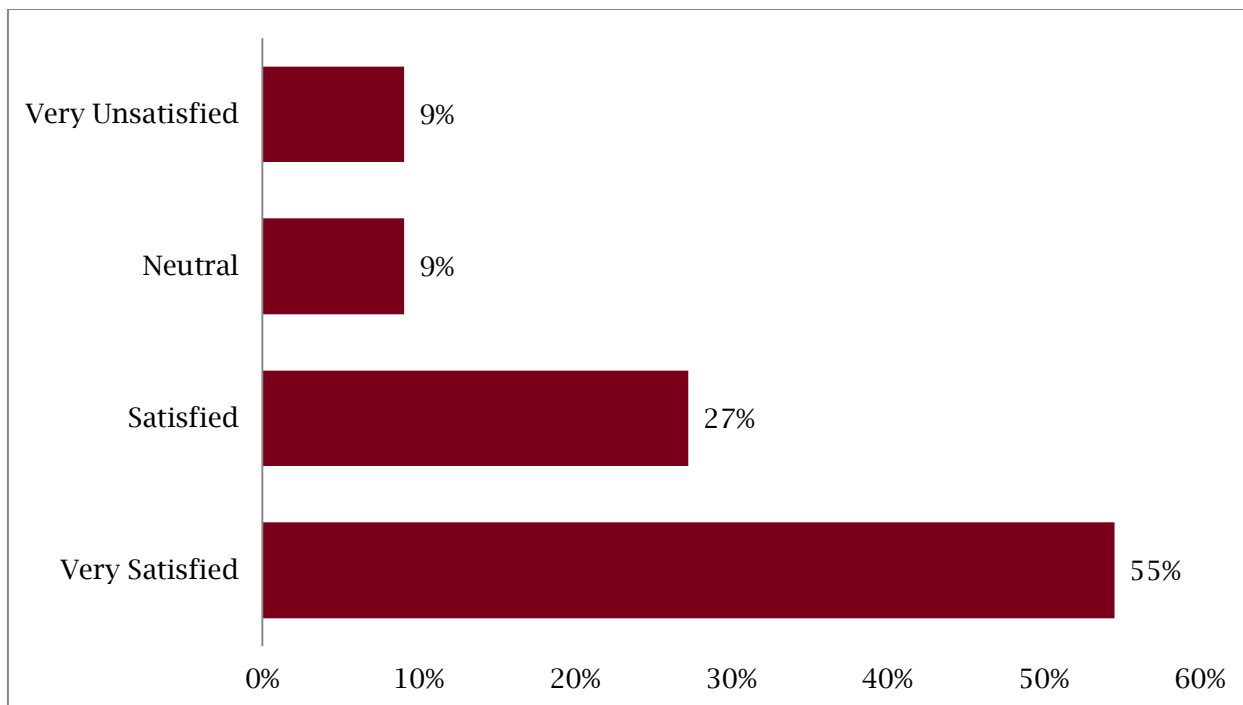
These businesses serve a customer base that is a mix between local shoppers (52 percent), seasonal residents (13 percent), tourists (18 percent), and online customers (18 percent). Two of the eleven business respondents conducted a large percentage of their business with online customers.

Figure 3: Location of business owners' customer base (n=11)



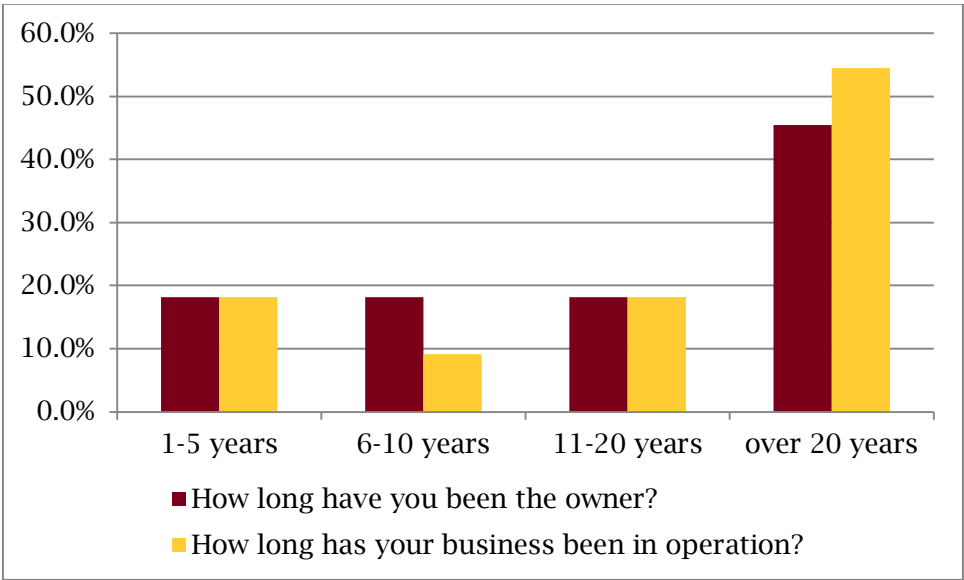
Almost all of the business owner respondents are either satisfied or very satisfied with their current location as a place to do business. One business stated that they were unsatisfied, very unsatisfied, or plan to move for reasons such as poor road access, old building infrastructure and no room for planned expansion (see Figure 4).

Figure 4: Satisfaction with business location (n=11)



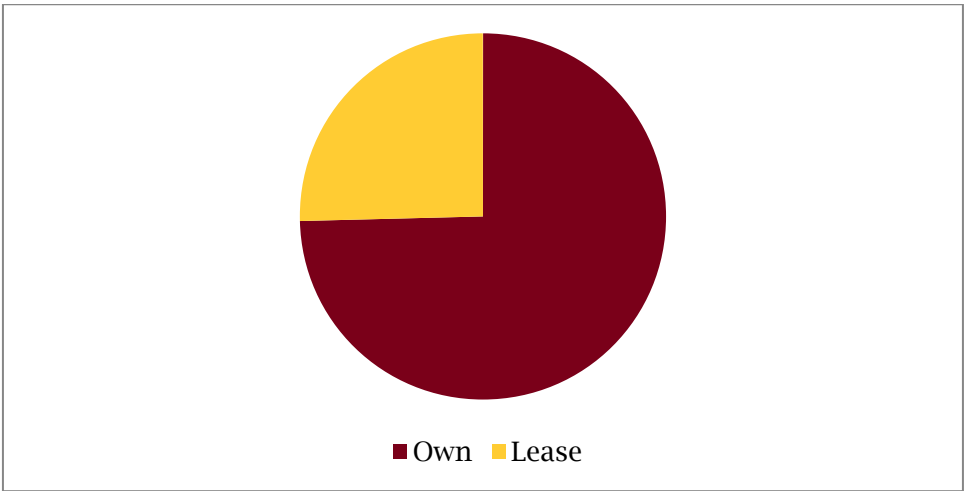
About half of the businesses that responded to the survey have been in business for over 20 years. Interestingly, only two businesses responded to the survey that have been in operation for five years or less (see Figure 5).

Figure 5: Business in operation and length of ownership (n=11)



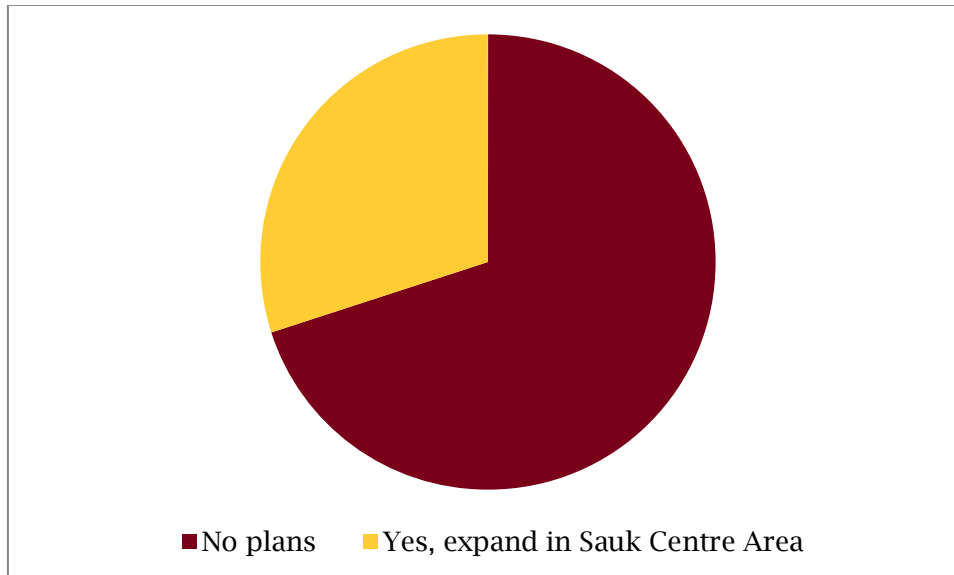
Three quarters (75 percent) of the survey respondents own the space in which they are located (see Figure 6).

Figure 6: Own or lease (n=11)



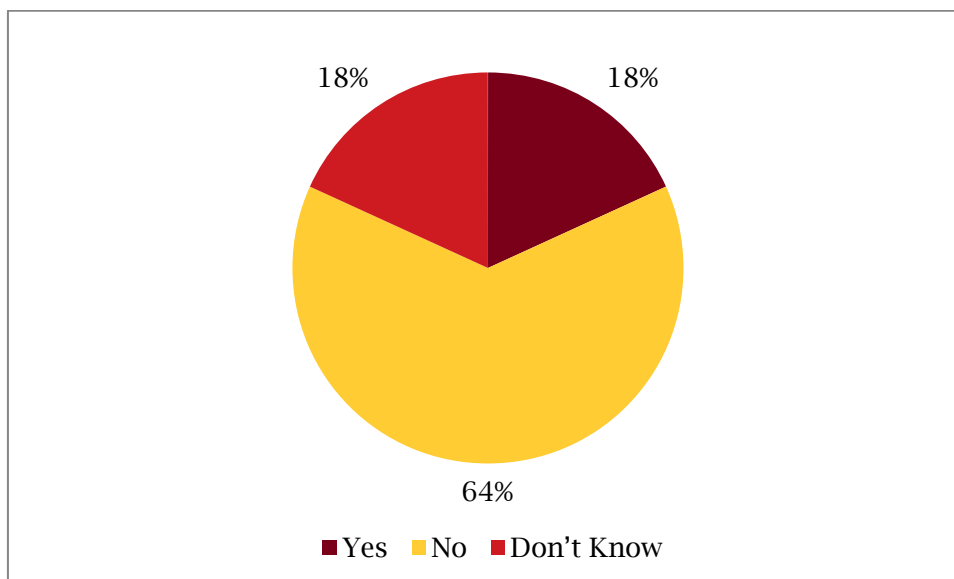
Respondents also shared their plans for business expansion or reduction in the foreseeable future. While 70 percent have no plans to expand or reduce operations, those that do all plan to expand in the Sauk Centre area (see Figure 7).

Figure 7: Business owners' plans to expand (n=11)



A good sign of confidence in their current situation, nearly one quarter plan some type of building improvement (see Figure 8).

Figure 8: Considering building improvements (n=11)



Survey respondents were asked to identify nearby businesses that complement or bring the most traffic to their business. Eight of the eleven respondents provided answers. Out of a total of 18 responses from the eight respondents, the most common response was Wal-mart, followed by gas stations; all other complementary businesses were mentioned once (see Table 3).

Table 3: Complementary businesses by number of responses (n=8)

Walmart	5
Gas Stations	3
Banks	1
Centre Floral	1
Coborns	1
Country Cat	1
Felling Trailers	1
Hidden Treasurers	1
John Deere	1
Mainstreet Theater	1
Standard Iron	1

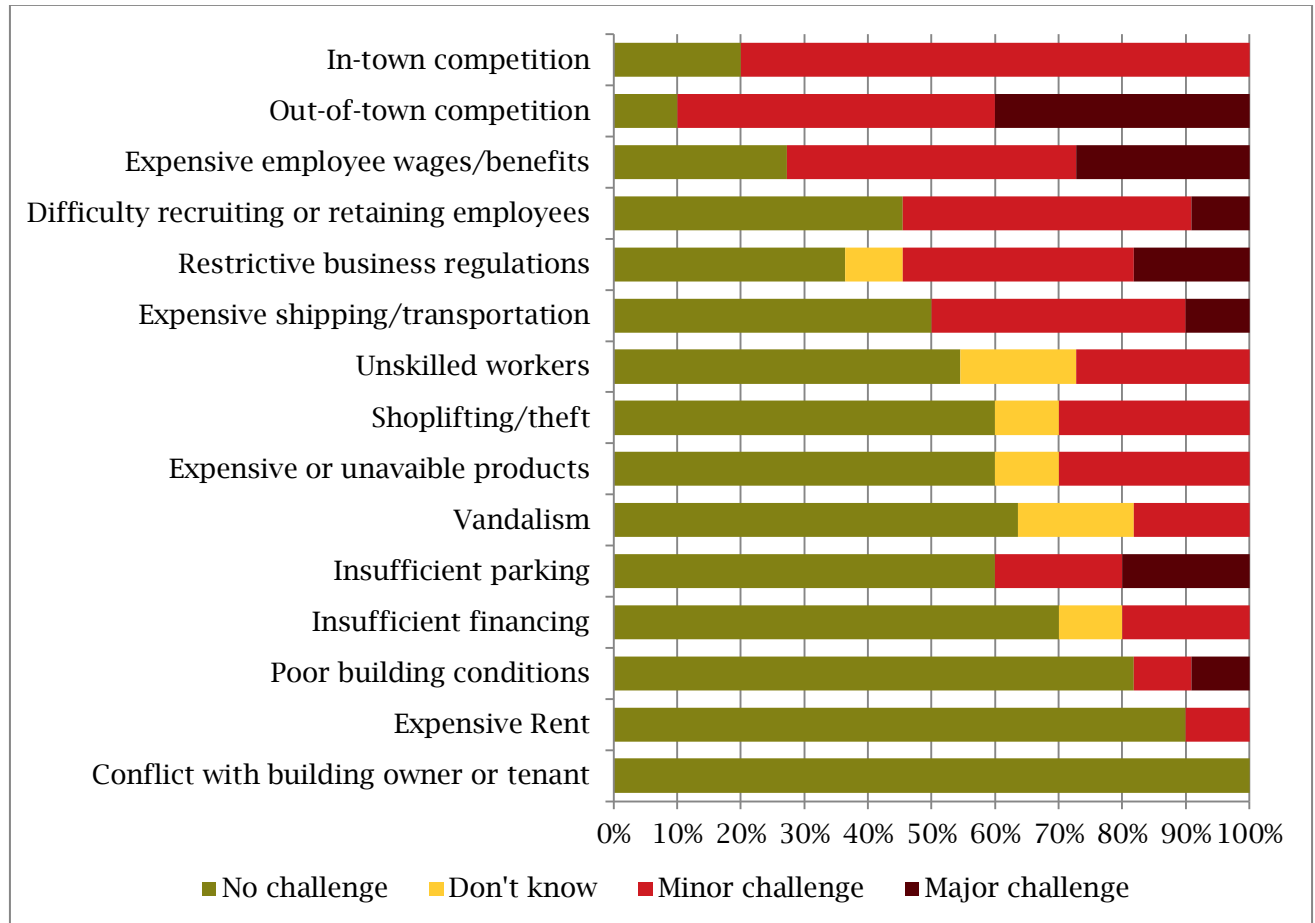
When asked what types of businesses they would like to see in the Sauk Centre area that may help their business, respondents cited a wide range of businesses that could be helpful. The top response was some type of dining (23 percent), namely family restaurant or pizza place. Responses in the ‘other’ category included “activity retailer, e.g., painting (pot spot),” “stuff for youth/children,” and “YMCA or marine dealership and repair.” Table 4 presents the full breakdown of responses:

Table 4: Type of retail business owners would like to see (26 responses)

Manufacturing	2
Pharmacy	2
Furniture Store	3
Clothing	3
Restaurant/Dining	6
Other	10

When asked to rate the degree of which they were experiencing various business challenges, respondents ranked in-town and out-of-town competition highest. More than 80% indicating that competition was either a major or minor challenge, although the out-of-town competition was the highest ranked major challenge. Employee issues were also ranked high as business challenges, including expensive employee wages and benefits and employee retention (see Figure 9).

Figure 9: Business challenges by percent of business owner respondents (n=8)



CUSTOMER PERSPECTIVES

Local Resident Respondent Demographics

Overall respondents were not completely representative of the demographics in the study area with a greater proportion in older age categories and middle income categories than census figures (see Figures 10 and 11). These demographics are in keeping with other mailed surveys Extension has administered, where older and more affluent residents respond at a disproportionate rate.

Figure 10: Age of respondent compared to 2015 ESRI estimates for study area (n=262)

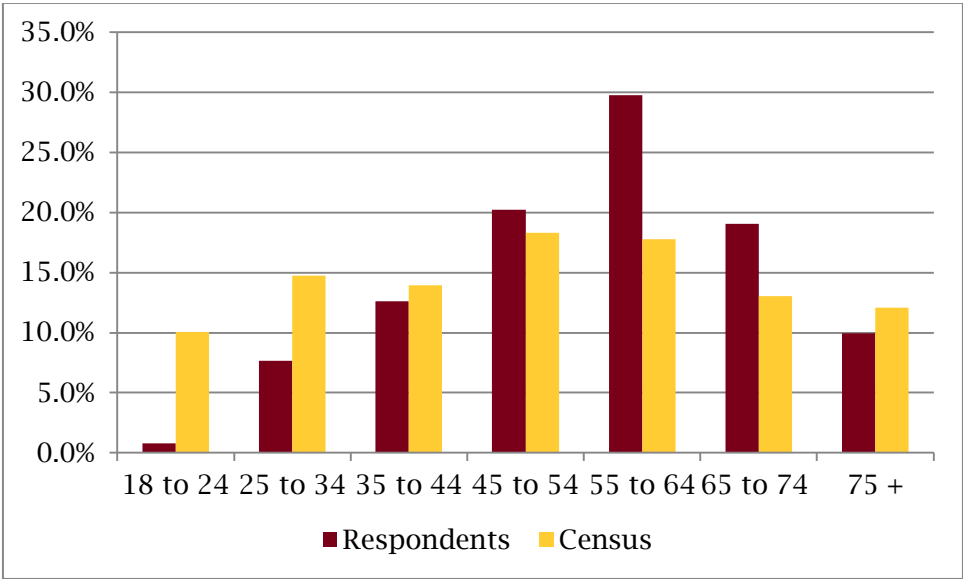


Figure 11: Household income of respondents compared to 2015 ESRI estimates for study area (n=237)

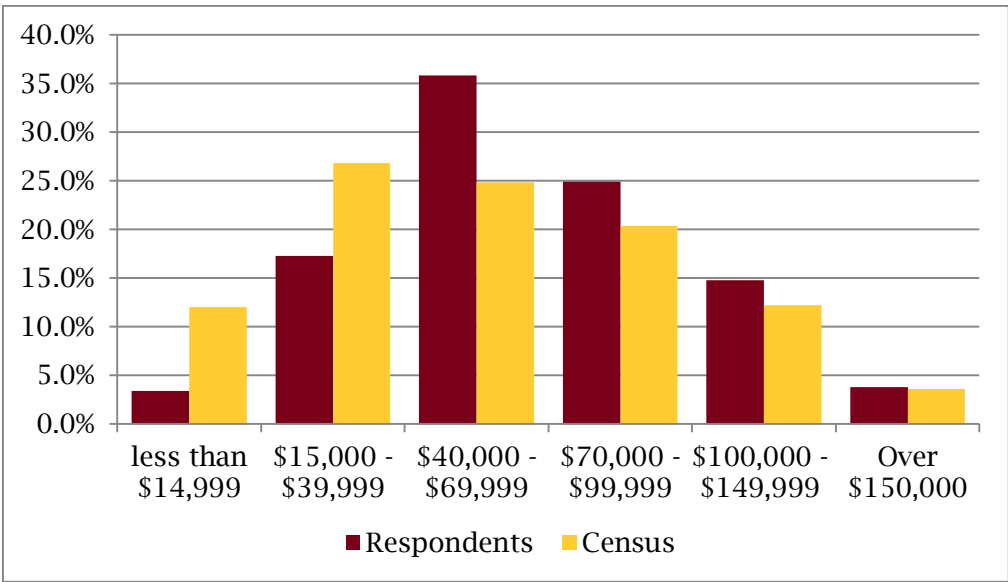
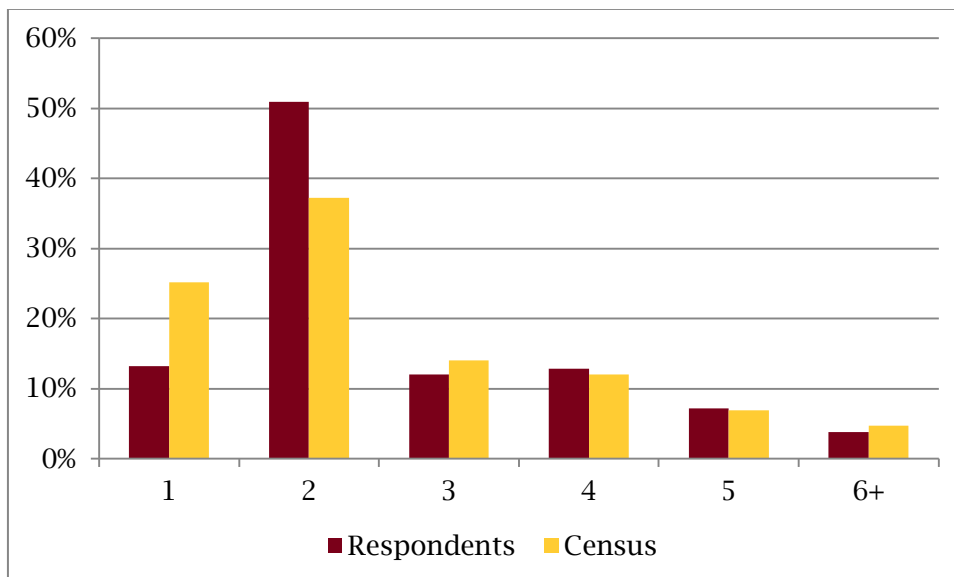
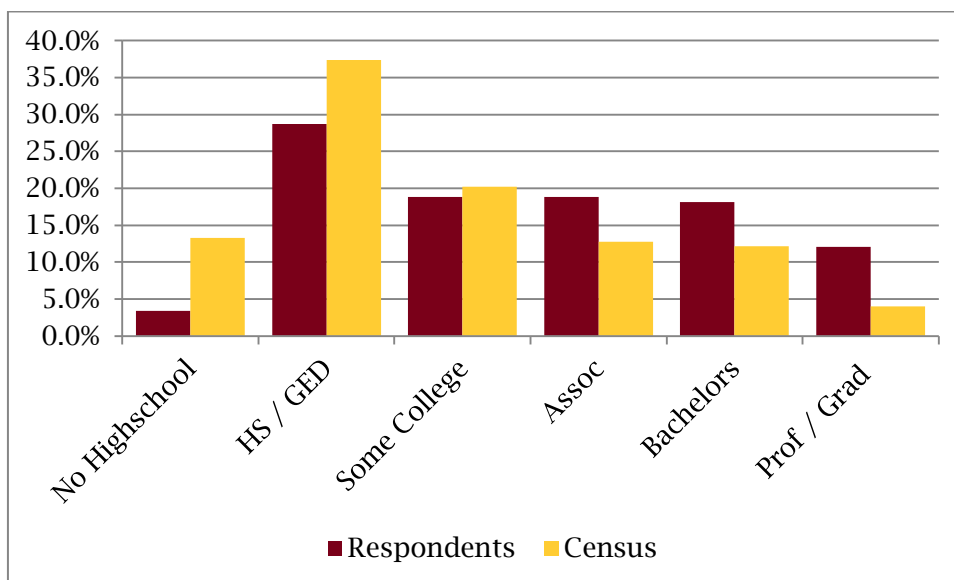


Figure 12: Size of household of US respondents compared to 2010 Census for study area (n=265)



Respondents are more highly educated with a disproportionate number of respondents with an associate, bachelors, or a graduate degree (Figure 13).

Figure 13: Education level of survey respondents compared to 2015 ESRI estimates for study area (n=265)

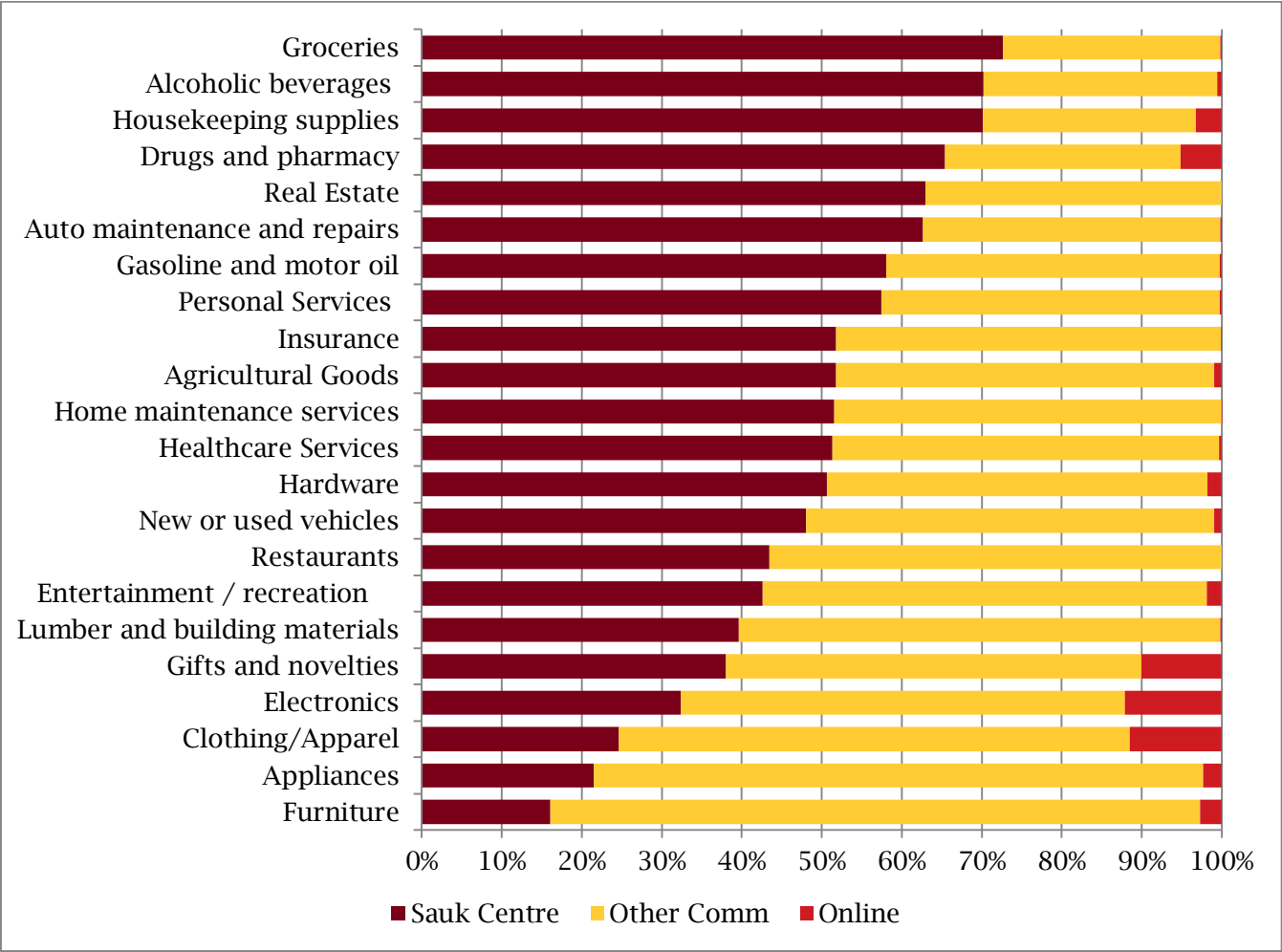


Local Respondent Shopping Habits and Spending

Respondents access the goods and services they need from a variety of sources, although they report purchasing a majority of goods and services in most categories in Sauk Centre (see Figure 14). This is inconsistent with sales tax data which show Sauk Centre pulling in more sales than expected for retail goods, indicating either (1) that more consumers from outside study area are shopping in Sauk Centre, or (2) the respondents are not accurate or representative of shopping habits in the area.

Respondents report shopping for a many convenience goods in Sauk Centre, however, some convenience services such as dining and entertainment are purchased outside the community. The responses to shopping frequency out of town and types of stores frequent in competing communities reinforces that residents in the study area are getting these goods and services out of Sauk Centre (see Figures 16 and 17). Clothing, furniture, and electronics are destination goods which respondents report getting in other communities.

Figure 14: Percent of households spending by location and category (n=265)



All categories vary by the percentage of spending in Sauk Centre by respondent. However, to understand the importance of each category, one needs to look at the total spending in each category. Extension estimated the total spending in each category based on the household size and reported spending by location of each respondent household. For example, a household of four reporting that they spend 50% of their grocery dollar in Sauk Centre and 50% online, would have \$5,411 (average spending on groceries for households of four people from the Consumer Expenditure Survey) split between the two locations. Having done these calculations for all respondents across 21 retail categories in the survey, Extension applied this spending profile to all 6,476 households in the study area (see Table 5), assuming that the spending patterns of respondents are representative of the whole study area.

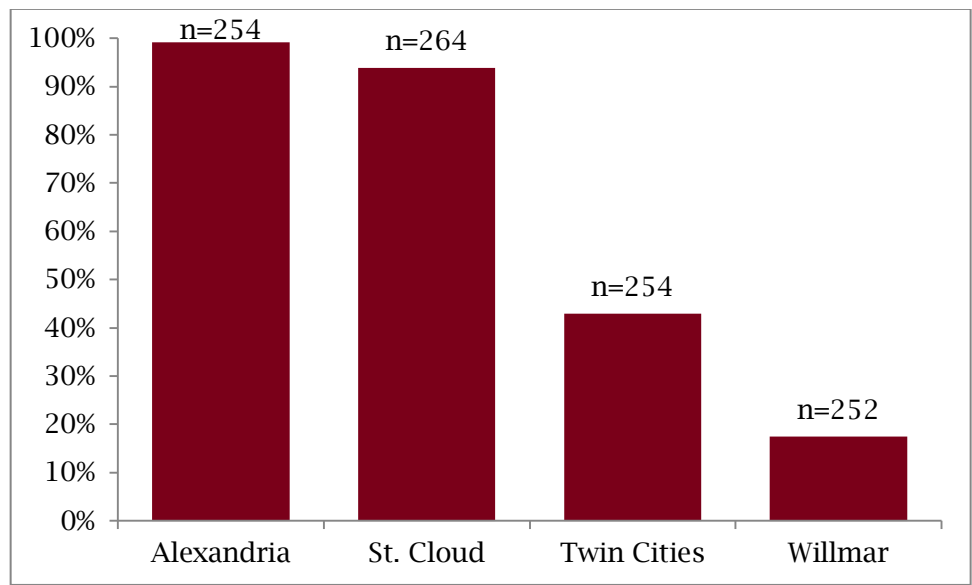
Table 5: Estimates of spending by location based on survey sample and consumer expenditure survey data by household

	In Sauk Centre	Any Other Community	Online	Total	n
Groceries	\$19,211,894	\$7,172,587	\$44,906	\$26,429,387	265
Insurance	11,853,980	\$10,993,700	\$25,674	\$22,873,354	264
Gasoline and motor oil	\$10,722,644	\$7,704,654	\$48,363	\$18,475,66	265
New or used vehicles	\$8,920,654	\$9,474,508	\$180,914	\$18,576,076	263
Restaurants	\$7,871,051	\$10,237,653	\$ -	\$18,108,704	257
Entertainment / recreation	\$3,675,374	\$4,784,562	\$163,750	\$8,623,686	257
Auto maintenance and repairs	\$3,510,101	\$2,087,118	\$8,602	\$5,605,821	265
Lumber and building materials	\$3,147,686	\$4,775,046	\$17,577	\$7,940,309	260
Housekeeping supplies	\$3,045,931	\$1,155,112	\$139,172	\$4,340,215	264
Clothing/Apparel	\$2,923,642	\$7,568,131	\$1,360,309	\$11,852,082	263
Healthcare Services	\$2,774,589	\$2,613,814	\$18,715	\$5,407,118	262
Gifts and novelties	\$2,763,305	\$3,775,186	\$730,342	\$7,268,833	260
Hardware	\$2,657,338	\$2,497,322	\$93,881	\$5,248,541	264
Home maintenance services	\$2,586,615	\$2,427,105	\$2,932	\$5,016,652	262
Personal Services	\$2,539,148	\$1,870,218	\$12,032	\$4,421,397	264
Drugs and pharmacy	\$2,338,200	\$1,049,985	\$185,565	\$3,573,750	261
Alcoholic beverages	\$2,225,717	\$927,702	\$17,353	\$3,170,772	260
Electronics	\$2,156,250	\$3,694,812	\$806,119	\$6,657,181	257
Furniture	\$548,596	\$2,767,843	\$93,358	\$3,409,797	262
Appliances	\$440,847	\$1,561,362	\$47,164	\$2,049,373	263

Competing Shopping Centers

To understand where customers are shopping outside of the study area, our survey asked about communities in and out of the region where one would expect residents to travel. The most common location for shopping outside the study area was Alexandria, followed by St. Cloud, both of which more than 90% of respondents report shopping in the past 12 months (see Figure 15). Surprisingly less than 50% report shopping in the Twin Cities in the past year and less than 20% report shopping in Willmar.

Figure 15: Where respondents shop outside of study area



The frequency with which respondents shop in communities outside of the study area illustrates that Alexandria and St. Cloud are the most often visited for shopping at an average of 17 and 16 times per year respectively (see Figure 16).

Figure 16: Average number of times respondents shopped in competing community in past year

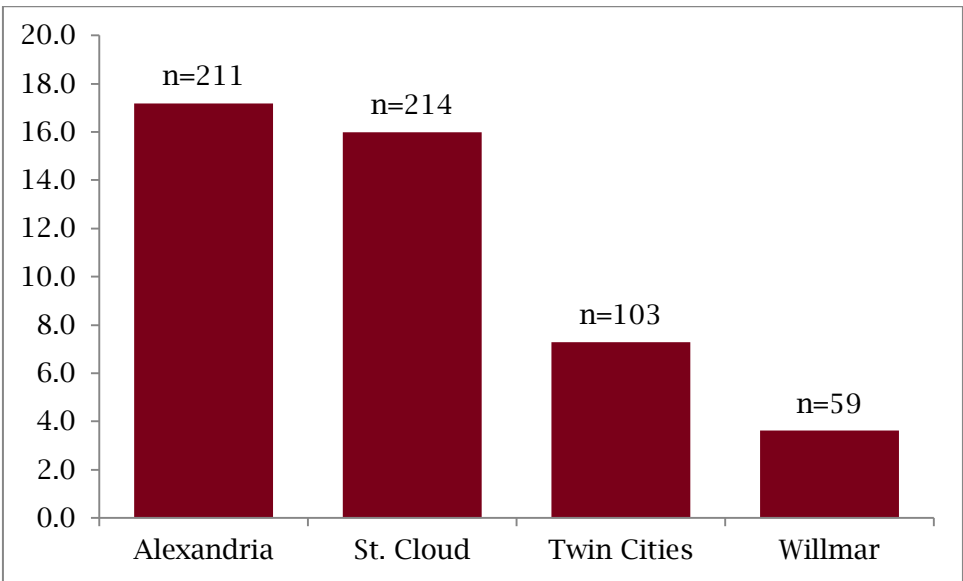
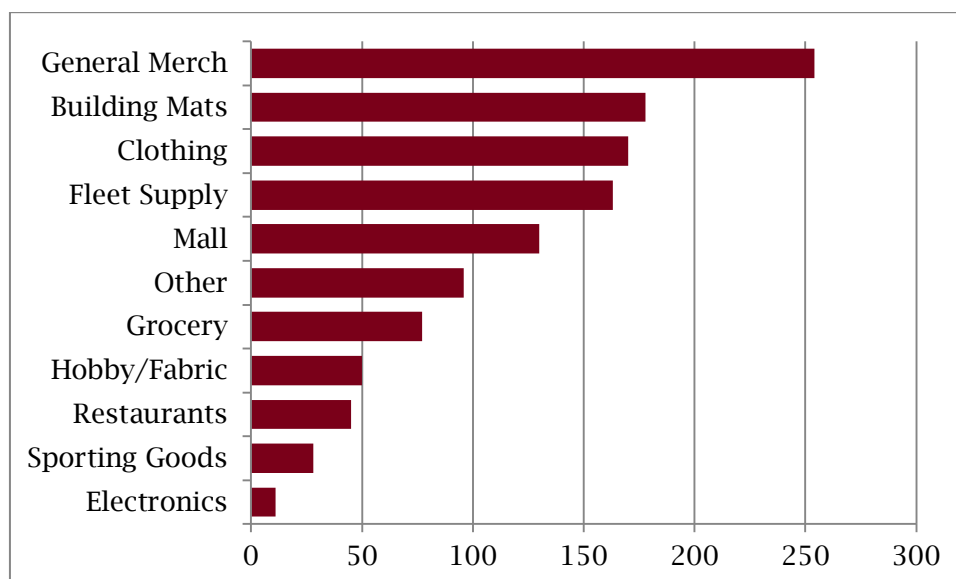


Figure 17: Store categories where respondents shop in competing communities by number of responses (n=203)



To understand which particular store formats attract Sauk Centre customers, table 6 lists the top stores frequented in other communities by name:

Table 5: Stores frequented in competing communities by name

Alexandria		St. Cloud		Twin Cities		Willmar	
Menards	98	Fleet farm	70	MOA/Mall	33	Menards	9
Fleet farm	89	Cross Roads Mall	63	Target	11	Target	8
Target	68	Target	60	Ikea	7	Herbergers	6
Herbergers	60	Menards	58	Kohls	5	Walmart	5
Viking Mall	38	Kohls	56	Costco	5	Home Depot	4
Walmart	34	Sams Club	38	Trader Joe's	4	Viking Mall	3
Aldi	28	Scheels	22	Cabelas	3	Cub Foods	3
JoAnn Fabric	16	Herbergers	21	Menards	2	Joann Fabric	3
Cub Foods	8	Shopko	21	Herbergers	2	Cub Foods	3
Goodwill	7	Home Depot	20	Home Depot	2	Fleet farm	2

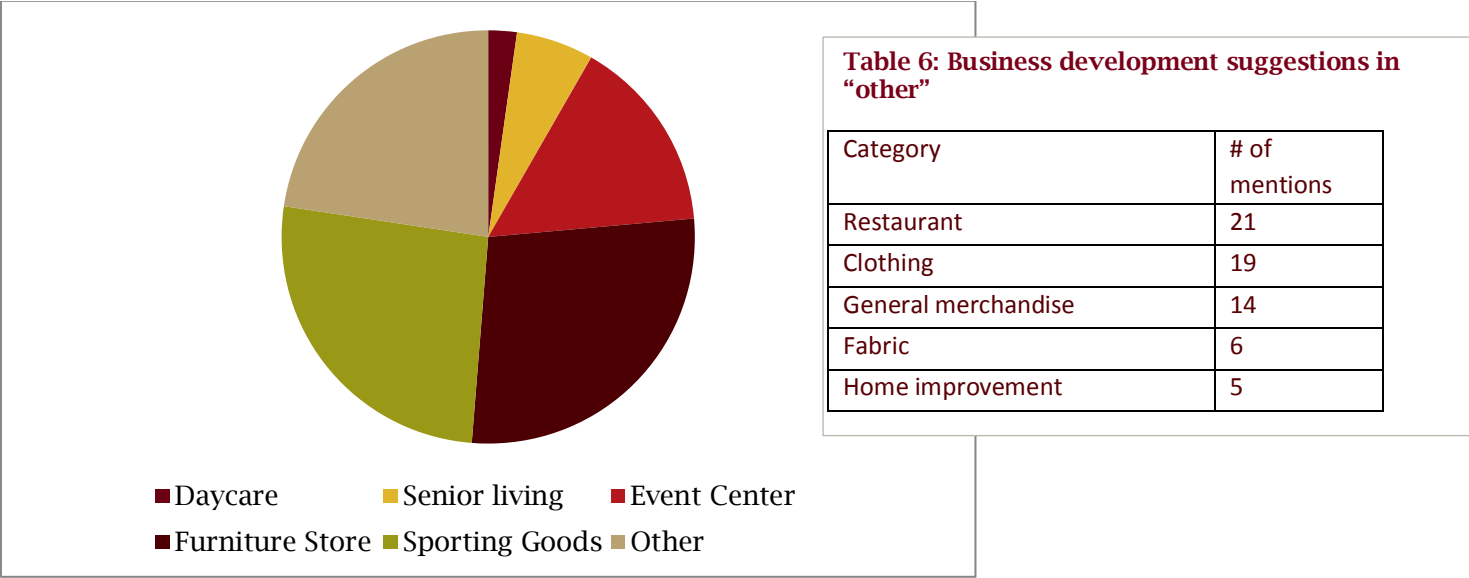
Recommendations for Business Types

The surveys of local residents in the trade area asked respondents three questions about which types of businesses they would like to see come to Sauk Centre. Two of the questions were open-ended and one was multiple choice asking about a select list of business types and whether they would patronize if developed in the area. There was a clear preference for dining establishments and discount general merchandise stores, although some pointed towards

specialized retail types such as a sporting goods, home improvement, and fleet supply in keeping with the types of stores respondents are frequenting when shopping in other communities (see Figure 17 and Table 6).

When asked about specific business categories they would likely patronize if developed, “Other” accounted for nearly a quarter of responses (see Figure 18 and Table 6). Restaurants were the most mentioned type of business, with respondents suggesting fine and sit-down dining options in particular. General merchandise store chains such as Target, Costco and a mix of dollar store chains were most mentioned, although respondents were not very specific on clothing stores or types. The most commonly mentioned home improvement store was Menards.

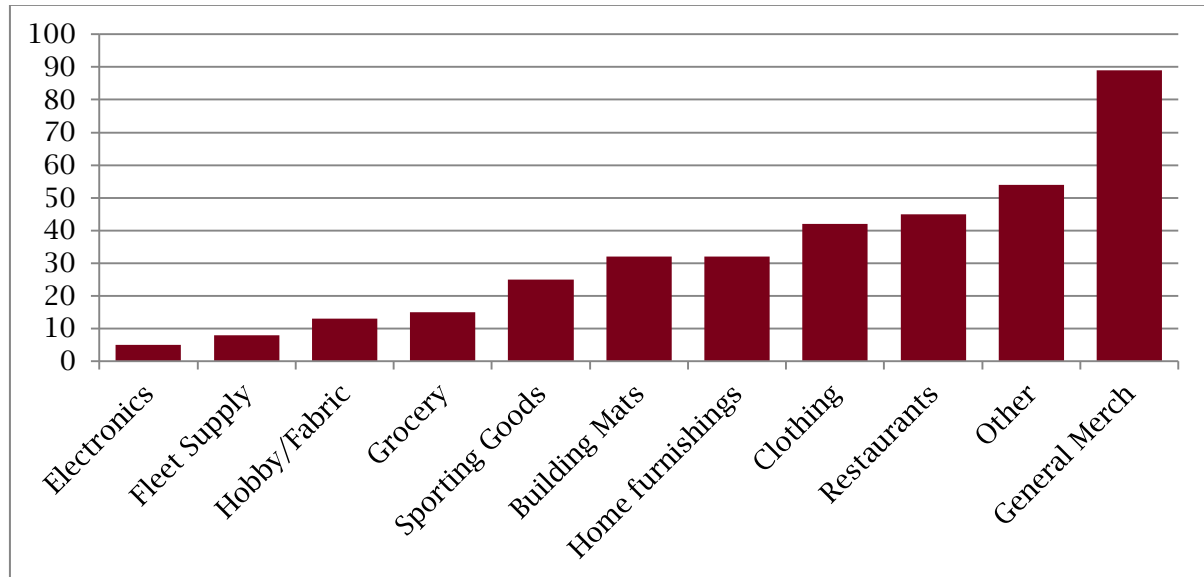
Figure 18: Types of businesses local respondents would patronize if developed (n=149)



On a related but open-ended question, respondents were asked to share up to two business names or types they would most like to come to Sauk Centre (see Figure19). Similar to the ‘other’ responses in the first question, discount or general merchandise store were dominant. Desires for more clothing and restaurant options are also popular. Business mentioned in the ‘other’ category include a number of suggestions for new manufacturing and businesses and retail opportunities ranging from book stores to numerous mentions of entertainment options from event centers to YMCAs.

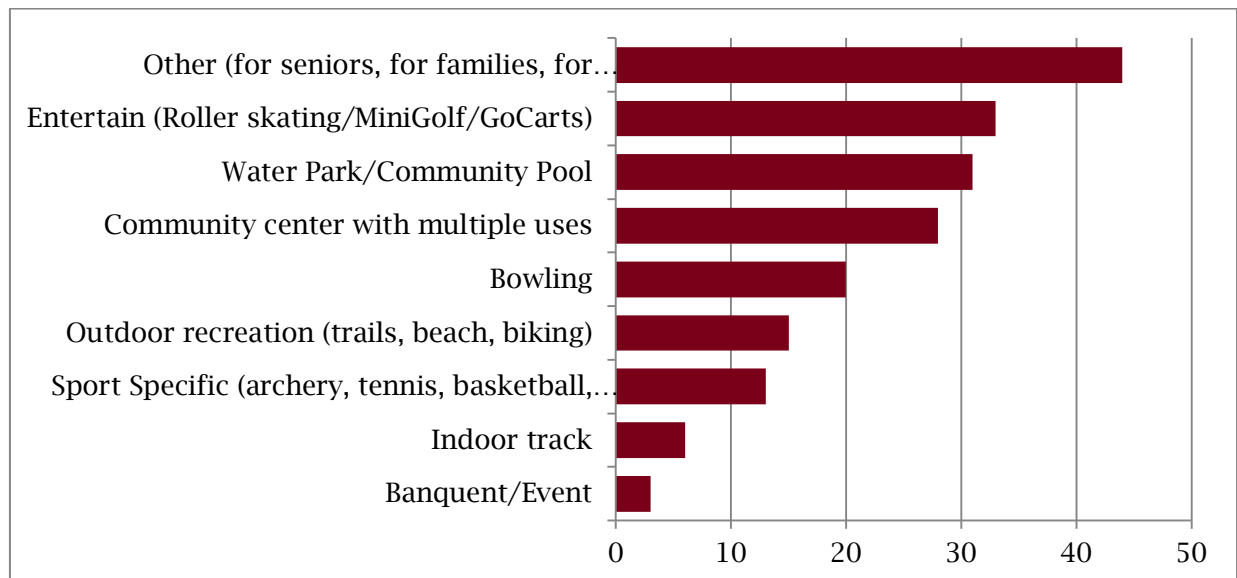
Home furnishings or furniture store and sporting goods received more than 25% of respondents in the multiple-choice question and received over 20 mentions in the open-ended questions. Both of these are also store categories that respondents are leaving the community to access. The only other type of retail category which deserves mention is hobby or fabric stores, which featured in both the multiple-choice and open-ended questions.

Figure 19: Respondent choice for new retail and service by category and number of responses (n=203)



The consumer survey also asked about recreational facilities they would like to see in Sauk Centre. Respondents provided a wide mix of answers, many of which fell into the 'other' category since they were non-specific about activity or facility such as 'something for teens,' or 'activities only for seniors.' Surprisingly the top category related to entertainment activities, including go-carts, roller rinks, minigolf, and related activities such as airmaxx and laser tag. About a quarter of responses related to a community facilities, included a community pool or community center. Numerous respondents also suggested ways to capitalize on assets already in the community such as opening school gym to the community or doing bike rentals to tie into existing trails.

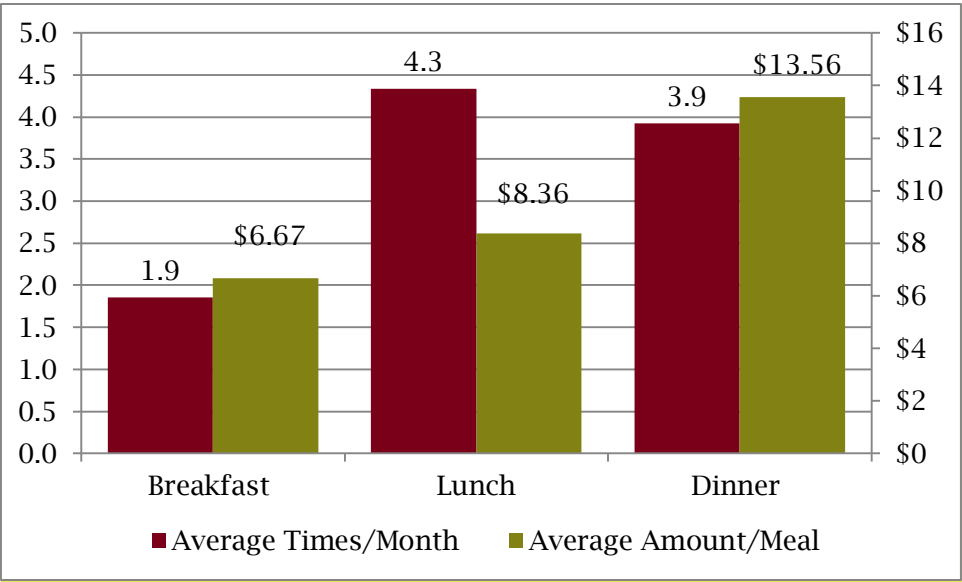
Figure 20: Respondent suggestions for recreational facilities by category and number of responses (n=116)



Dining Preferences and Habits

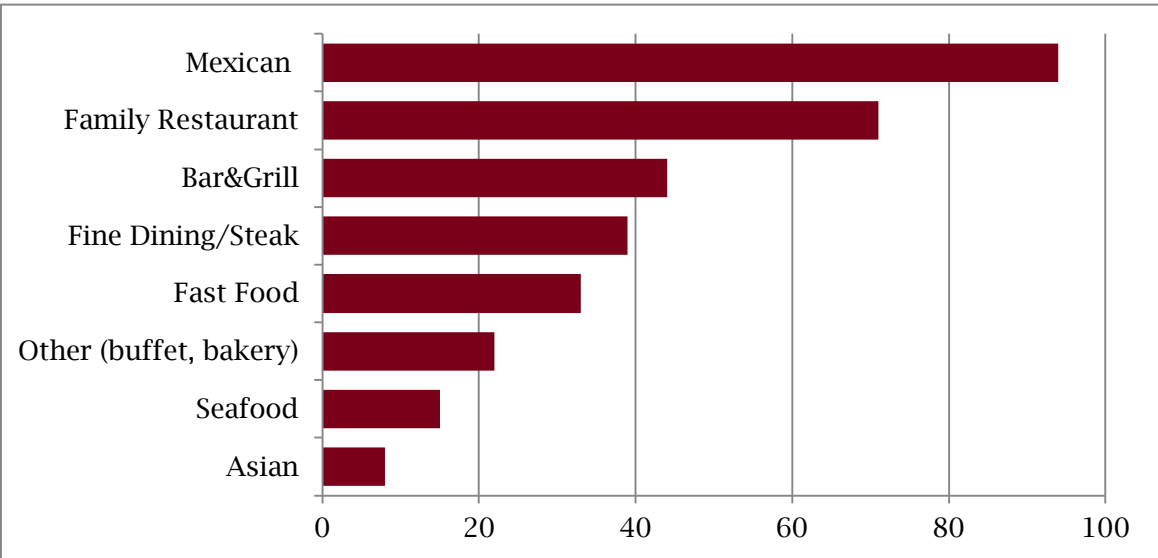
Considering the emphasis respondents and business owners placed on dining as a business development opportunity, the dining habits and cuisine preferences of respondents provide potential entrepreneurs good insights in the local customer base.

Figure 21: Average dining frequency and reasonable price per person by meal (n=148)



Survey respondents report going out most frequently for lunch—85 percent at least once per month—followed by dinner (Figure 21). Still, less than 20 percent of respondents report that they dine out for any meal each week (4 times or more a month). Only ten percent of respondents report that they dine at least weekly for breakfast, 14 percent for lunch, and 19 percent for dinner. This may be related to the lack of places to dine which respondents suggested in previous questions. Mexican and family restaurant are most desired dining options (see Figure 22).

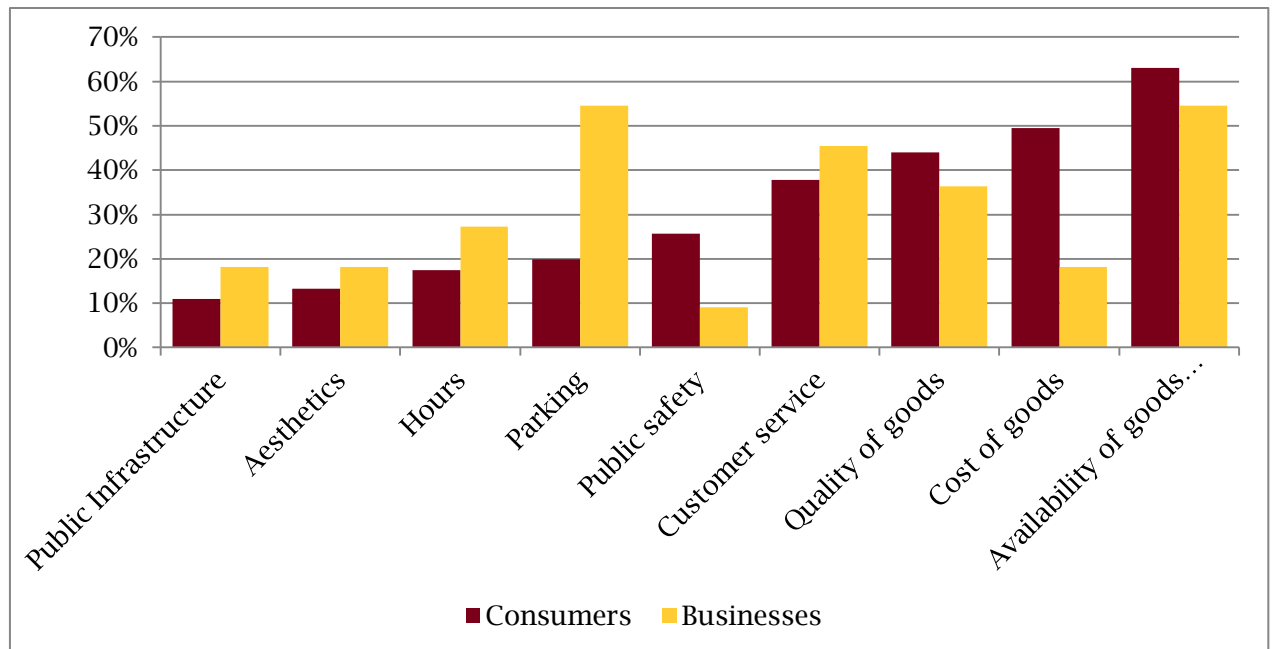
Figure 22: Number of mentions by respondents for types of restaurant desired for Sauk Centre (n=229)



Recommendations for Improvement of Shopping Districts

When the survey asked respondents to rank qualities shopping in Sauk Centre to improve, the types of goods and services available was ranked highest, followed by cost and quality of good and services (see Figure 22). This contrasts with business owners, who rank parking second.

Figure 22: Percentage of respondents ranking shopping improvements as most important comparing residents (n=257) and business owners (n=11)



When comparing their responses, residents and business owners clearly agree on most of what needs to improve shopping in the area. Both residents and business owners ranked the availability of goods and services highest, followed by customer service and quality of goods and services (see Table 6). The two areas where thought diverse are aesthetics and cost, where nearly 30% of business owners ranked look of the shopping districts as most important to improve and over 40% of customers ranked cost highest.

Considering the importance placed on available and quality of good and services, concentration on business development to fill gaps is a top priority.

RETAIL GAP ANALYSIS

The retail gap analysis helps to identify opportunities for business development based on resident demand in the local trade area (calculated based on national economic census per capita spending) and the current supply of businesses by NAICS category. The gap analysis presents the supply and demand calculations for 69 retail and service NAICS categories. Those categories showing a leakage where demand is greater than supply, are types of businesses which deserve further investigation for possible business development. For example, the full-service restaurant category has significant leakage (more demand than restaurants in the trade area), however this is tempered in part by an oversupply of drinking places (many of which also serve food). Any entrepreneur should more closely identify potential competition in the trade area since Extension's list of businesses derives from Dunn and Bradstreet, a national business database which is commonly inaccurate even though a member of the retail study group already revised the list with corrections.

Trade Area Gap Analysis

Sauk Centre Trade Area



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This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 32,949,176	1.2	3	-1.8
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 3,869,022	6.1	7	-0.9
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 932,899	0.4	1	-0.6
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 2,336,430	2.2	5	-2.8
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 3,598,196	4.6	10	-5.4
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 2,844,619	2.2	-	2.2
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 2,489,624	3.2	3	0.2
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 4,135,460	2.9	-	2.9
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 984,373	1.0	-	1.0
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 191,141	0.2	-	0.2
44411000	Home centers	\$ 447	\$ 14,117,083	\$ 6,465,443	0.5	-	0.5
44412000	Paint & wallpaper stores	\$ 34	\$ 1,024,804	\$ 487,219	0.5	-	0.5
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 984,999	1.0	5	-4.0
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 5,678,508	2.8	6	-3.2
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 1,778,489	1.5	3	-1.5
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 23,564,957	6.6	6	0.6
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 896,505	3.5	7	-3.5
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 1,835,553	2.1	7	-4.9
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 9,692,392	2.3	4	-1.7
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 564,168	4.8	1	3.8
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 395,297	0.8	-	0.8
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 722,829	3.3	2	1.3
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 21,654,423	6.2	14	-7.8
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 420,710	0.6	-	0.6
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 1,932,606	2.6	1	1.6
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 460,186	0.7	-	0.7
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 4,053,815	2.0	-	2.0
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 306,142	1.3	-	1.3
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 577,573	1.9	1	0.9
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 1,285,412	1.6	-	1.6
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 1,486,800	3.4	1	2.4
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 93,578	0.2	-	0.2
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 1,722,060	2.1	3	-0.9
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 787,866	1.2	1	0.2
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 210,247	1.0	1	0.0
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 285,622	0.5	-	0.5

Assumptions:

Trade Area Population	16,663
Trade Area Per Capita Income	\$ 24,416
U.S. Per Capital income	\$ 28,155

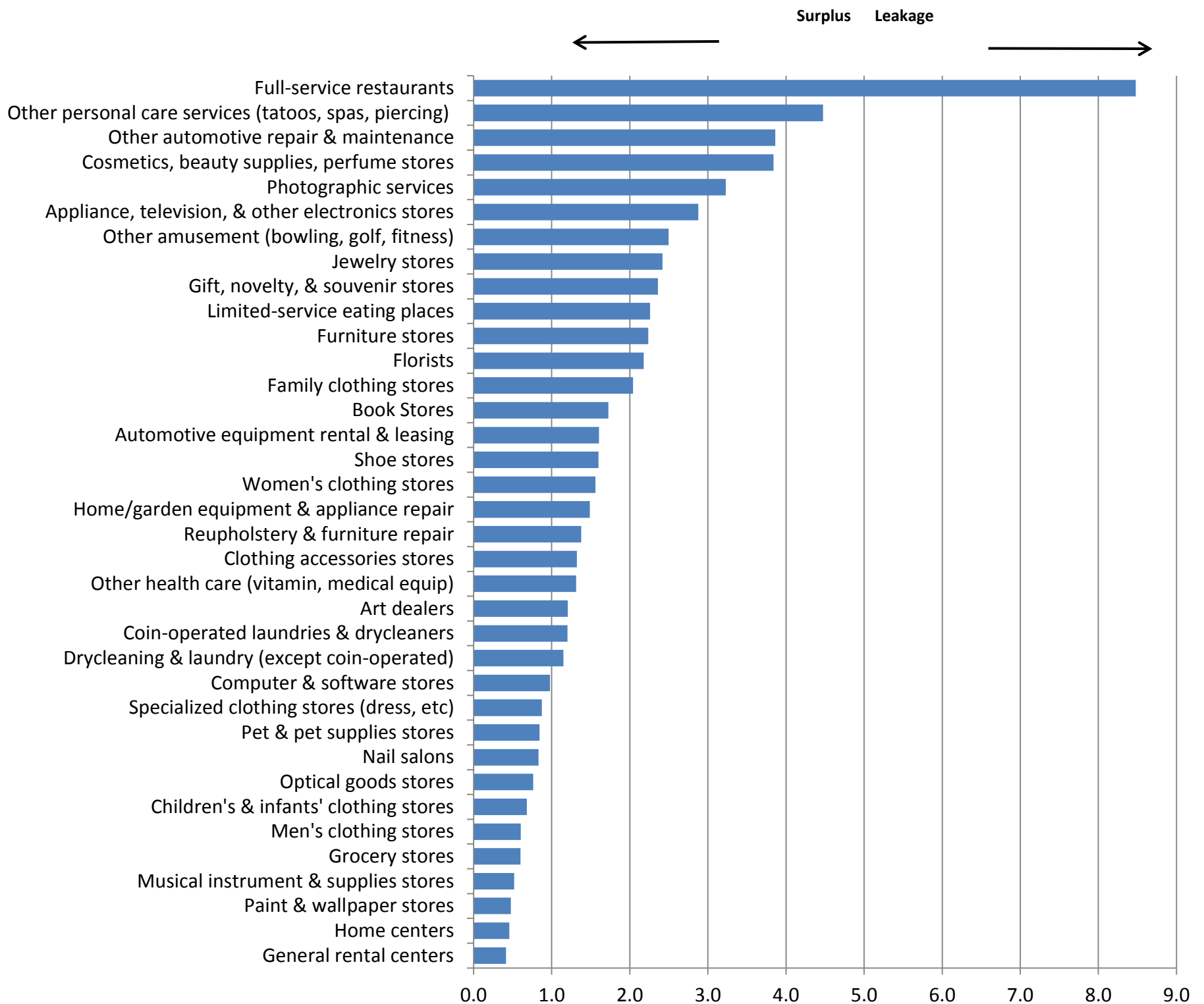
Trade Area Gap Analysis

Sauk Centre Trade Area

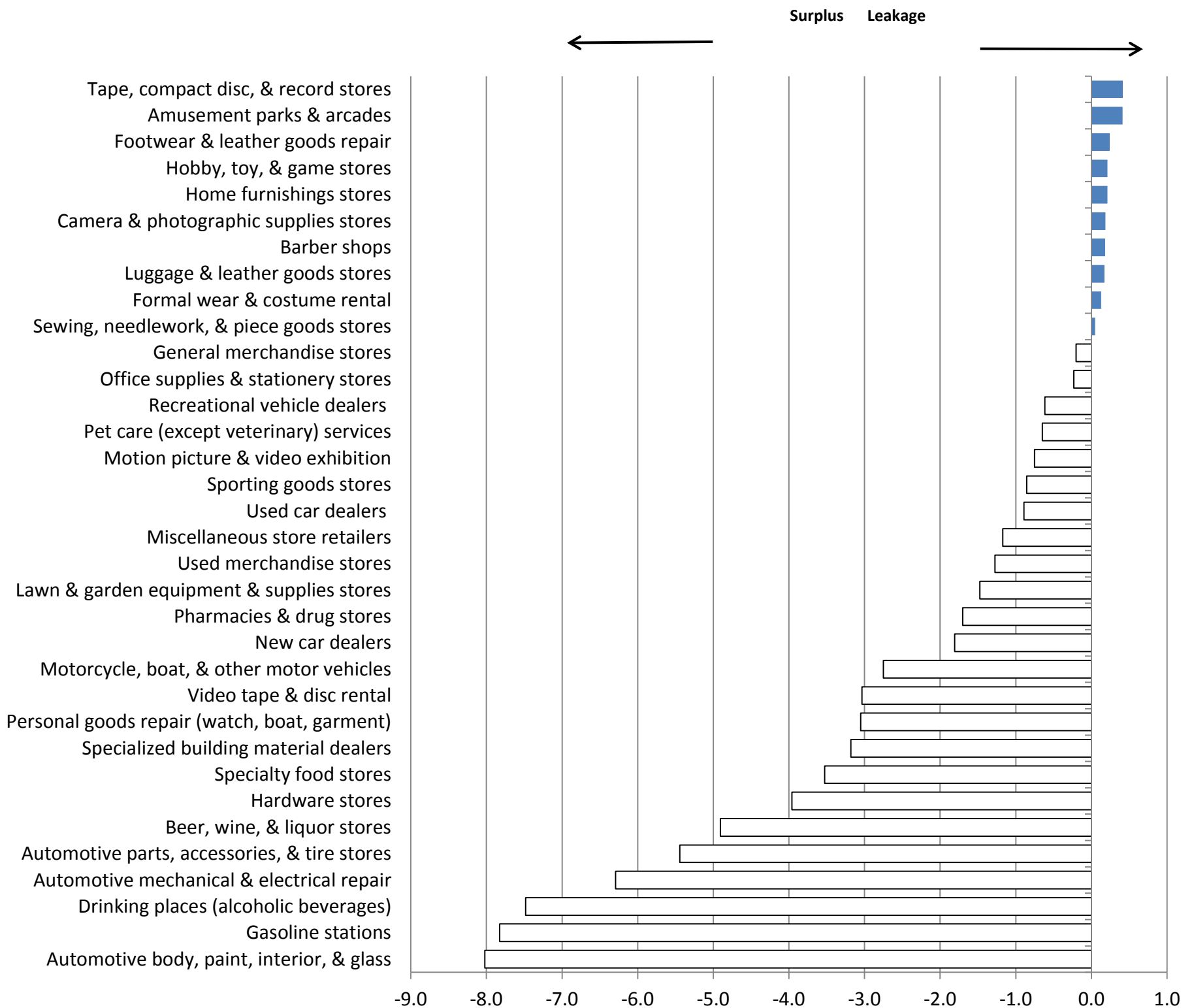


NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
45121000	Book Stores	\$ 61	\$ 512,938	\$ 885,339	1.7	-	1.7
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 179,782	0.4	-	0.4
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 27,727,769	3.8	4	-0.2
45310000	Florists	\$ 24	\$ 160,175	\$ 348,648	2.2	-	2.2
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 1,113,925	0.8	1	-0.2
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 868,635	4.4	2	2.4
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 533,110	3.7	5	-1.3
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 569,636	0.8	-	0.8
45392000	Art dealers	\$ 32	\$ 383,996	\$ 463,185	1.2	-	1.2
45399000	Miscellaneous store retailers	\$ 47	\$ 824,344	\$ 682,090	0.8	2	-1.2
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 608,731	0.2	1	-0.8
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 2,205,821	1.6	-	1.6
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 48,312	0.1	-	0.1
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 452,617	1.0	4	-3.0
53230000	General rental centers	\$ 15	\$ 529,977	\$ 220,251	0.4	-	0.4
54192000	Photographic services	\$ 32	\$ 73,585	\$ 458,330	6.2	3	3.2
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 664,736	0.4	-	0.4
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 3,089,573	9.5	7	2.5
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 9,403,326	12.5	4	8.5
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 8,930,940	15.3	13	2.3
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 957,490	3.5	11	-7.5
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 2,442,387	11.7	18	-6.3
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 1,629,140	6.0	14	-8.0
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 744,615	4.9	1	3.9
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 200,355	2.5	1	1.5
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 91,092	1.4	-	1.4
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 14,833	0.2	-	0.2
81149000	Personal goods repair (watch, boat, garment)	\$ 21	\$ 322,837	\$ 306,012	0.9	4	-3.1
81211100	Barber shops	\$ 2	\$ 142,252	\$ 25,729	0.2	-	0.2
81211200	Beauty salons	\$ 64	\$ 251,893	\$ 922,634	3.7	15	-11.3
81211300	Nail salons	\$ 10	\$ 172,519	\$ 143,352	0.8	-	0.8
81219000	Other personal care services (tatoos, spas, piercing)	\$ 27	\$ 51,973	\$ 388,488	7.5	3	4.5
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 203,615	1.2	-	1.2
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 436,902	2.1	1	1.1
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 174,923	3.4	4	-0.6

Retail Gap Estimates by Store Format



Retail Gap Estimates by Store Format



APPENDIX 1: COPY OF RESIDENT SURVEY INSTRUMENT

CONSUMER SURVEY: CURRENT SHOPPING HABITS

1. What are the two biggest non-work reasons for you to stop and shop in the Sauk Centre area? (specific establishment, attraction, or activity)

a. _____ b. _____

2. How often do you eat out each month and what do you consider a reasonable cost per meal per person?

For breakfast? _____ times per month \$ _____ per meal

For lunch? _____ times per month \$ _____ per meal

For dinner? _____ times per month \$ _____ per meal

3. Where do you currently shop for goods and services?

To understand opportunities for business development in the Sauk Centre area, we would like to know about where you currently shop for goods and services. Please estimate how much of your household's spending is in the Sauk Centre area, communities outside of the region, and online. Each row should add to 100%.

Convenience Goods and Services: *Think about your spending on goods and services each month*

Spending category		Percentage spent in Sauk Centre	Percentage spent in communities outside of the Sauk Centre area	Percentage spent online (via internet)
a. Groceries	<input type="checkbox"/> I do not purchase	___%	___%	___%
b. Alcoholic beverages	<input type="checkbox"/> I do not purchase	___%	___%	___%
c. Restaurants	<input type="checkbox"/> I do not purchase	___%	___%	___%
d. Gasoline and motor oil	<input type="checkbox"/> I do not purchase	___%	___%	___%
e. Housekeeping supplies (cleaning supplies, household products)	<input type="checkbox"/> I do not purchase	___%	___%	___%
f. Drugs/pharmacy /medical supplies	<input type="checkbox"/> I do not purchase	___%	___%	___%
g. Healthcare services (chiropractor, dentist, doctor)	<input type="checkbox"/> I do not purchase	___%	___%	___%
h. Clothing/Apparel	<input type="checkbox"/> I do not purchase	___%	___%	___%
i. Insurance	<input type="checkbox"/> I do not purchase	___%	___%	___%
j. Novelties/Gifts	<input type="checkbox"/> I do not purchase	___%	___%	___%
k. Electronics	<input type="checkbox"/> I do not purchase	___%	___%	___%
l. Hardware	<input type="checkbox"/> I do not purchase	___%	___%	___%
m. Personal Services (hairstyle, nails, laundry services)	<input type="checkbox"/> I do not purchase	___%	___%	___%
n. Auto maintenance and repairs	<input type="checkbox"/> I do not purchase	___%	___%	___%
o. Home maintenance services (lawn care, etc) (lawn, septic, repair)	<input type="checkbox"/> I do not purchase	___%	___%	___%

← Each row adds up to 100%

p. Entertainment / recreation	<input type="checkbox"/> I do not purchase	___%	___%	___%
q. Sporting Goods and Equipment (boating, fishing, hunting supplies)	<input type="checkbox"/> I do not purchase	___%	___%	___%
r. Real Estate Services (Agents, brokers)	<input type="checkbox"/> I do not purchase	___%	___%	___%
s. Agricultural Equipment and Supplies (Tractors, Parts, feed)	<input type="checkbox"/> I do not purchase	___%	___%	___%

3b. Destination Goods and Services: Think about your spending on the following goods and services in the past year

Category		Percentage spent in Sauk Centre	Percentage spent in communities outside of the Sauk Centre area	Percentage spent online (via internet)
a. Furniture	<input type="checkbox"/> I did not purchase	___%	___%	___%
b. Lumber and building materials	<input type="checkbox"/> I did not purchase	___%	___%	___%
c. New or used vehicles	<input type="checkbox"/> I did not purchase	___%	___%	___%
d. Appliances	<input type="checkbox"/> I did not purchase	___%	___%	___%
e. Financial Services (banking, advice)	<input type="checkbox"/> I did not purchase	___%	___%	___%

4. Have you shopped in the following communities outside of the Sauk Centre area?

Community	Have you shopped in this community in the past 12 months? (check one)	If yes, how many times in the past 12 months have you shopped in this community?	Which stores do you frequent when you shop in this community?
St. Cloud	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Alexandria	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Willmar	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Twin Cities Metro	<input type="checkbox"/> Yes <input type="checkbox"/> No		

WHAT YOU WANT

5. Which of the following businesses types would you most likely patronize if more were developed in the Sauk Centre? (check all that apply)

- ☐ Daycare/Childcare
 ☐ Senior Living
 ☐ Event Center / Banquet Hall
☐ Furniture
 ☐ Sporting Goods
 ☐ Other _____

6. What two restaurants or types of cuisine would you most like to see located in Sauk Centre?

a. _____ b. _____

7. Name two businesses or types of business you would most like to see come to Sauk Centre:

a. _____ b. _____

8. Name two types of recreation facilities that you would like to see developed in Sauk Centre:

a. _____ b. _____

9. Please rank the top three issues to improve Sauk Centre as a place to shop: (Check ONE for each)

	Most Important (Please check one)	2 nd Most Important (Please check one)	3 rd Most Important (Please check one)
Goods and services available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetics or 'look' of shopping areas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public infrastructure (e.g. streets, lighting, signage).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of goods.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of goods.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other(specify_____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT YOU

10. How old are you? ____ years

11. Gender ☐ Male ☐ Female

12. How many people live in your household? _____ **11a. How many under 18 years of age?** _____

13. Education (Check one) ☐ Did not complete high school or GED ☐ High school diploma or GED
☐ Some college/no degree ☐ Associate's degree ☐ Bachelor's degree
☐ Professional/graduate degree

14. Employment Status (Check one) ☐ Employed ☐ Unemployed ☐ Self-employed ☐ Retired

15. Household Income: (Check one)

☐ less than \$14,999 ☐ \$15,000 - \$39,999 ☐ \$40,000 - \$69,999
☐ \$70,000 - \$99,999 ☐ \$100,000 - \$149,999 ☐ Over \$150,000

16. Please provide any additional comments to help our efforts to make Sauk Centre a good place to live and do business:

To be entered into drawing for \$50 in Chamber Bucks, please provide your name and a form of contact (This is for the drawing only. U of M staff will not record this information with your survey responses to ensure confidentiality):

Name:_____ **Contact:**_____

APPENDIX 2: COPY OF BUSINESS OWNER SURVEY INSTRUMENT

CONTACT INFORMATION

Business Name _____
Business Owner(s) _____ Contact: _____
Email: _____ Website: _____

ABOUT YOUR BUSINESS

1. What are the primary goods or services that your business provides? _____

2. How long has your business been in operation? (Check ONE, include time at this & any previous locations)

☐ under 1 year ☐ 1-5 years ☐ 6-10 years ☐ 11-20 years ☐ over 20 years

2a. How long have you been the owner of your business? (Check ONE)

☐ under 1 year ☐ 1-5 years ☐ 6-10 years ☐ 11-20 years ☐ over 20 years

3. Does your business own or lease the space in which it is located? ☐ Own ☐ Lease ☐ Lease, want to purchase

4. For your business, how many square feet are devoted to the following?

(The total should add up to the total square footage of the business)

- a. _____ sq. ft. Sales Space
- b. _____ sq. ft. Production Space
- c. _____ sq. ft. Office Space
- d. _____ sq. ft. Storage Space
- e. _____ sq. ft. Unused Space
- f. _____ sq. ft. Total Space

5. How satisfied are you with the present location of your business? (Check ONE)

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Unsatisfied ☐ Very Unsatisfied ☐ Plan to Move

Why? _____

6. Do you have plans to expand or reduce operations for your business in the foreseeable future? (Check ONE)

- ☐ I plan to expand products/services or square footage in the International Falls area
- ☐ I plan to expand products/services or square footage at a location outside of the International Falls area
- ☐ I plan to reduce products/services or square footage.
- ☐ I don't have any plans for changes.

7. Are you, or the building owner, considering any building improvement projects? ☐ Yes ☐ No ☐ Don't Know

8. Approximately what percentage of your sales come from the following customer groups?

(Total should = 100%)

- a. ____% Local shoppers from Sauk Centre area
- b. ____% Seasonal Residents (second homeowners who own property in Sauk Centre area)
- c. ____% Visitors or tourists
- d. ____% online

100 %

BUSINESS ENVIRONMENT

9. What is the toughest competition for your business? (Specify up to THREE competitors by name)

a. _____ b. _____ c. _____

10. What three nearby businesses complement or bring traffic to your business the most? (Specify THREE businesses by name)

a. _____ b. _____ c. _____

11. With your business in mind, what types of businesses would you most like to see in Sauk Centre?

a. _____ b. _____
c. _____ d. _____

12. Please rank the top three issues to improve **Sauk Centre** as a place to shop: (Check ONE for each)

	Most Important (Please check one)	2 nd Most Important (Please check one)	3 rd Most Important (Please check one)
Goods and services available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetics or 'look' of shopping areas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public infrastructure (e.g. streets, lighting, signage).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of goods.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of goods.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify.....)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Please rate the degree to which **you** are experiencing the following business challenges? (Check ONE answer for each item)

Major Challenge (-3) Minor Challenge (-2) Don't Know (-1) No Challenge (0)

Conflict with building owner or tenant.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty recruiting or retaining employees.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive or unavailable products.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive employee wages or benefits.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive rent.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive shipping or transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient financing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-town competition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out-of-town competition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor building condition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrictive business regulations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting or theft.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unskilled workers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Any advice would you give to improve shopping in Sauk Centre?

To be entered into drawing for \$50 in Chamber Bucks, please provide your name and a form of contact (This is for the drawing only. U of M staff will not record this information with your survey responses to ensure confidentiality):

Name: _____ Contact: _____

APPENDIX 3: OPEN-ENDED COMMENTS

A better hospital
A good clothing store, a law to not store garage cans in front of house (its terrible curb appeal) also to have home owners rake leaves. (I am tired of raking the neighbors leaves), Repair streets.
Actually it is a good place to live and shop
Adult education classes (fun things) like Alex and Melrose has. What we have here is a joke. Can't believe someone is being paid and doing such a lousy job!
Area's for family to have a good sit down dinner, polite staff is a huge benefit. Get rid of some of the drinking (bars) in town.
Better clothing store. Geyermans is very expensive and customer service is very pushy. There is no store where you can get decent clothing at a reasonable price. Walmart's clothes - is not very good. Pricing is a big thing. Also need more entertainment.
Bring more jobs into town.
Capitalize on Sinclair Lewis, Sauk River, Sauk Lake to bring tourists to town.
Chamber of commerce, city hall, other public spirited groups need to get together to promote SC as a viable shopping and tourist destination we have much to be "proud" of but there's no coordinated effort to get together and promote it. Very haphazard. Quit being so damn provincial.
Clean up blight (abandoned housing and buildings, our mobile home parks). Limit smoke when city burns branches at compost site (don't allow fire to smolder).
Clothing store more to what you can afford. Daycare is a big problem in Sauk Centre.
Community ctr/place to meet people better shopping with discount stores - not Walmart. Need Taco bell or KFC. Community gardens. There is way too many bars in Sauk Centre, 6 blocks on 1 block, a bit much!!!
Continue to beautify parks and streets and buildings. This creates a favorable impression to those who pass through, tempting them to shop and stay awhile!
Could use a more lower cost clothing store uptown
Do something with the houses that have sewer lines, but they keep them blocked up because they want to. Everybody should pay rent or taxes instead of living for nothing.
Downtown Sauk Centre has a lot of empty stores. Some of these stores have been empty for 2 or more years.
Family entertainment
Fill Main Street
Good luck with your survey! Sauk Centre is a nice place to live.
Great town to life in!! Saftey's #1.
Have a goal of making Sauk Centre a "Blue Zone" a place to live life long and healthy - a good farmers market - like Hutchinson has.

I believe we need to develop an indoor farmers market with enough gloss to get suburbia to come for a visit and revisit. Eatery - coffee house, children educational area, fresh meats, Veggies in season in area, pool with slide, history museum, park. All connected by skyways.
I enjoyed Sauk Centre. Consider late teen to 20's leagues for volleyball, basketball.
I find Sauk Centre to be a safe, friendly, and convenient place to shop. Would like to see more restaurant options - Red Lobster, Applebee's or Outback Steakhouse.
I have lived here for 45 years and wish the city would look at safety factors and live up to them. Also the police force. A resident for 45 years. Do I like Sauk Centre? Yes and no. It seems like you have to have the right name to get by with everything. Thank you.
I like the small town feel. People are very friendly. Have a great church - non-denominational many volunteer opportunities.
I live in nearby community
I live on acreage by a lake it would take a lot to get me to move to the city. I love my life in the country.
I prefer to
I think an antique store would do well in Sauk.
I think Sauk Centre is a good place to live and do business
I work in St. Cloud and do most medical appts in St. Cloud so naturally more shopping is done in St. Cloud since I am there for other purposes. We really enjoy the main street theatre. Their admission price is reasonable compared to St. Cloud and their popcorn is fresh and also priced reasonably along with the other treats. The owners are also very friendly so you feel welcome and appreciated. Wish they could offer even more movies, more screens. Movies are our main form of entertainment.
I'm happy now, but a sporting good store would be wise with all the summer and winter activities people do in the area.
It already is a good place. The local merchants are accommodating and friendly. The big box stores are as they are everywhere else.
It is a bedroom town. Business will not pay a living wage but charge the highest prices.
It is a good place to live and do business - we utilize the business that we can to meet our needs.
It says a lot about the community that you are doing this survey and gathering data. Thanks!
It would be nice if the appearance of the locations located right when you come off the interstate could be improved.
It would be nice to see more family oriented activities, restaurants, etc. available locally.
Jobs/affordable housing
Keep criminals out. Alexandria area is bussing in busloads of criminals. Walmart is full of riff-raff. Talk of 400 unit somalian complex being build. Keep that crap in Chicago where it belongs!
Keep prices more competitive so you can afford to shop in town more!
Keep up the awesome Wobegon Trail! Keep up the good work with business! Fix up run down, ugly buildings and homes. Require new developments to plan trees!! I love on morning view lane and

many neighbors need trees so so bad. Argh!
Lots of positive! Good schools! Movie Theatre! Trail nearby.
Love the free movies each year at the Main St. Theatre. Fun family option!
Lower gas price - our gas is always \$0.10 or more per gallon higher than Osakis and Melrose
Main street (downtown area) needs to be done up - it is not appealing. We have never been in any of the stores downtown - Alex has interesting stores downtown.
Main street bldgs. are old - the future will hold moving towards the interstate or rebuilding those bldgs.
Make it affordable/easier for new business to open up in Sauk Centre. Offer deals to keep people shopping here
Make Sauk Centre a destination
Maybe the city could take some pride in our town i.e. new sign on freeway, maintain area around it.
Need industry for better wages to keep younger people in this area.
Need more stores on main street. Dollar stores. Clothing and etc. Discount stores. Sauk Centre turning into a ghost town. Empty places not being used. I live on a limited income need more discount stores. No parking in downtown. No hardware store.
None
Please provide a family style restaurant. Always looking for a friendly, close, place to take family or spouse. Bigger movie theatre ticket/food court area/bathrooms. (Tough to do, I know)
Please provide any additional comments to help our efforts to make Sauk Centre a good place to live and do business:
Provide a competing store for Walmart, ie. Shopko
Put more effort in activities around SC. Run Your Socks Off was a disaster! Promote timed run - connect it with Ribfest
Q16
Restaurants struggle in this town which is sad because it would be nice to have better places to go out to eat than we have
Right now seeing doctors in St. Cloud leads to more st. cloud shopping. Normally shop within 15-20 mile radius.
Sauk Centre is a unique location - we are only a city of 4000 people but with 28-71-94 all intersecting here, our car county is extremely high. SC is victim to being small town America with the big box corporate America taking the largest part of the pie.
Sauk Centre needs to replace Unger Furniture with pleasant owner. Needs a reasonably priced department store. Needs to keep a bank downtown. Dollar store.
Sauk is a good city but it needs more shopping places for clothing and etc. Get rid of Walmart.
Sauk is lacking in nice restaurants and target. Do not like Walmart.

Stop using Sinclair Lewis to promote business and commerce. He was a Nobel winner, might consider reading his books.
Stop wasting time with stupid surveys and just treat people nice. 50.00 cash would be better than chamber bucks then you spend it some place else like Melrose Minnesota, Haha.
Take care of downtown stores.
The biggest concerns I have is the lack of restaurants/eating establishments in Sauk Centre
The cops want to stop people all the time. They drove away our restaurant and café customers and a lot of bar customers and they were the people who used to shop downtown. The businesses in Sauk Center need to lower their prices on goods like Alex and St. Cloud. Higher Wages for workers.
The mess on West end of Sauk Centre, across from the bait shop. 2 houses on 1 lot (44 Sinclair ave) and selling close to boulevard. It's ridiculous how much 1 party can have a perpetual sale on Ugly barrel and many garage sales a year. How can the people at 44 E - Sinclair Lewis get by with their bldg. 1st they got permit for a house with steel siding - looks like a garage and work place. Now building a garage (2 houses on 1 lot) illegal. Disgusting as a resident of Sauk Centre. We pay our taxes and do according to city ordinances. Why have a perpetual sale in their yard, selling like 50+gal drums. Out all the time. Many many garage sales a year. I'm tired of the 3 messes and of out of town guests seeing the crap on E and W end Sinclair Ave. Saying, how do they get by with that sort of messes. My concern for West end is it will be a haven for rodents. I have talked to city manager, Vicki, many many times and NOTHING gets done!!! I know other people have complained because she (Vicki) said I wasn't the only one upset about messes. My best friends lives on W end of Sinclair Lewis Ave and they are as disgusted as we are - or more cause they constantly see the "Wind" yard mess and across from bait shop. Clean it up! Sincerely a Sauk Centre Resident - retired here with no connection at all. God placed us here after checking out 50 rural hobby farm. Found one - were in the country and moved into town 13 years ago. Wish we should have stayed in the country. Farmers take better care and have more pride about their land than them 3 put together. Signed Disgusted and Alex is looking better all the time.
The prices at our one and only clothing store - Geyerman's are too high to compete with Walmart. We need a discount/department store like Burlington or kohl's or a chain 2nd hand store. Or family dollar! Why, oh why did you leave me family dollar!!!! I loved you so much!! Waahhhhh!
The Sauk Centre Walmart is the worst one I've ever been in. Empty shelves and not much for choices or customer service.
Things at Walmart Sauk Centre close more than in Alex or St. Cloud. Town needs more competition.
To much property taxes and school taxes
Walmart is not an option for me - I go to target when I can instead. Atmosphere inside the store does matter. I.e. Jitters - Awesome! So updating inside businesses would be great!
Waterpark hotel. Luxury (non HRA) senior housing like in Alex. Apts people can rent - non HRA. Urgent/minute clinic. Bike path to circle town so kids can get around before/after school kid care - Albany, Melrose and Albany all have "kid connections."
We appreciate the Main Street Theatre with multiple choices each week. We are fortunate to have them.
We have a wide range of people and their income in Sauk Centre. We also have a lot of good people

and want to keep this a good small town.
We like shopping for general things in Melrose would love to see a Sam's Club or Costco
We like the town of Sauk Centre. It would be good if the groceries were a bit cheaper but mostly we shop in town.
We live in Melrose. Shop mostly in Sauk Centre though.
We need more places for young family's to make a good living so we can continue to make a nice place for the retirees to live.
We need more sit down/dine in restaurants. A place to take children (ex: bowling alley). Craft stores (I have heard it mentions to have these places come into Sauk Centre in conversation within the past week).
We shop in town as often as possible. We prefer not to shop at Walmart. Sauk Centre has much to offer.
Well, if more people from my geographic area worked in Sauk Centre they would see more daily consumers.
Would be great to have a nice restaurant on Main st - similar to "Sunsets" on Fairy Lake even if only open Fri-Sat. Good wine and steak.
Would like to attend shows and plays outside of Sauk and wish there was an easy mode of transportation to St. Cloud and Minneapolis for different events.